

Answers to Doubters

WE recently announced the sale of the new *Encyclopaedia Britannica*, 11th edition (guaranteed, authorized and complete), in a compact and convenient "HANDY VOLUME" form, at one-third the price of the Cambridge University issue—the only other issue of this great library—the entire *Encyclopaedia Britannica* shipped under our sweeping guarantee for a first payment of only \$1.00 down.

We have received hundreds of letters from people who cannot believe what we said about this bargain in our announcement. We want to answer everyone who has any doubts.

Here are some of the questions we have received and our answers to them.

Questions

(a) "Is it the genuine Britannica that you are selling at a reduction of 64% and on a first payment of only \$1.00?"

(b) "Do you really mean that you are selling an issue of the Britannica for 64% less than the Cambridge issue and that it is a well-made book? I don't see how you can do it!"

(c) "Do I correctly understand your advertisement of the 'Handy Volume' issue of the 11th Edition Britannica to mean that this issue contains absolutely all of the contents of the Cambridge University issue, word for word the same? That seems too good to be true."

(d) "I cannot believe that the type is legible. If you have reduced the price and the size, isn't the type in the 'Handy Volume' Britannica so fine that one cannot read it?"

(e) "I want the Britannica and always have wanted it, but I never could afford it. Now the price you are offering it at is so low that I am afraid the print, paper, binding and get-up don't suit the scholarship and reputation of the splendid encyclopaedia I've always longed for."

(f) "You guarantee that the contents are the same in the 'Handy Volume' issue as in the Cambridge issue that costs three times as much. Does this mean text only—have you left out the hundreds of beautifully colored maps and color plates?"

(g) "Is there any time limit on this offer? In other words, could I get this set in a year or two, at the same price and on the same terms as now?"

(h) "What will you do if I order and don't like the books and send them back and they come to you in bad condition? Won't I have to pay for them?"

(i) "Are the 'Handy Volumes' well bound and solidly made? I have often been disappointed in the quality of materials and the workmanship of books that I've bought from glowing descriptions in circulars and advertisements."

(k) "I don't like to doubt what you say in your advertisements. I have had dealings with you and know other people who have bought from you. I have always been satisfied and I have never heard of anybody who thought you treated them unfair, but I want to be sure before I order. How can I see for myself the printing, paper and bindings of the 'Handy Volumes'?"

WE stand back of everything we say in this and all other advertisements of the *Encyclopaedia Britannica*. We have a reputation for honest and fair dealing, for understatement instead of any "advertiser's exaggeration or bluster"—a reputation we have worked hard to earn and that we can modestly say we really deserve.

We know that no one advertisement and no number of advertisements can tell all we know and want you to know about the "Handy Volume" issue. Remember that we stand back of what we say in these advertisements and besides

We stand back of the whole "Handy Volume" issue. We know that all the details of manufacture, of price, of terms, etc., in this offer are all right. You need have no doubt about them.

Seeing Is Believing

See actual sets in the different styles of bindings; examine print, pictures and paper; leave your order for a set at the business offices of

Gimbel's Book Department, Broadway and 33d St.
Charles Scribner's Sons, Fifth Avenue at 48th St.
Henry Malkan's, 42 Broadway

Or you need pay only \$1.00 down to secure the shipment of a complete set. Look it over in your home at your leisure. Let your own eyes, your own judgment decide if the set is what we claim and what you want. You can send it back any time within three weeks if you're not satisfied for any reason; and we will refund you all you have paid—not only the dollar you send for first payment but all you spend for shipping charges.

If you want samples of type and illustrations, ask for our booklet of information.

If you want to know about bindings—color, material, cost—ask for this same booklet. It has colored reproductions of the different covers, and lists, prices and terms for sets in the different bindings.

Answers

(a) We guarantee that the "Handy Volume" issue is the genuine and most recent edition of the *Encyclopaedia Britannica*. The Britannica is copyrighted in the United States and it is impossible for any one to sell or offer for sale anything called the *Encyclopaedia Britannica* unless it is the genuine work. The "Handy Volume" issue is manufactured by the same printers and binders as the more expensive book, for the *Encyclopaedia Britannica* Corporation, the American publishers of the "Handy Volume" issue and the Cambridge University issue.

(b) How we can do it is a long story. Much too long and full of minute detail to tell in this place. It was the result of a long series of experiments—here one saving, there another, both small, then another a little bigger, then a dozen others each so small that by itself it hardly counted, but the dozen together making an appreciable difference. We didn't see ourselves how it could be done. But we know it has been done. We can prove that. If you like the product you need not bother over the process.

(c) Everything that is in the new *Encyclopaedia Britannica* issued by Cambridge University of England is in the "Handy Volume" issue; every page, every article, every line of text, every picture in black and white outline or half-tone; every illustration in just the same colors; every map—absolutely the same contents. If we did not send out the complete *Encyclopaedia Britannica*, it would be as fraudulent as if we delivered only the New Testament after advertising the Bible!

(d) Professor Roscoe Pound of the Harvard Law School, a well-known authority on jurisprudence and an eminent botanist, writes us as follows, after seeing and examining the "Handy Volume" issue:

Cambridge, Mass., Nov. 17, 1915.
Gentlemen:
The new form of the eleventh edition of the *Encyclopaedia Britannica* is nothing less than marvelous. To put that great work in such small compass and in so useful a form is of itself an achievement; to do so and yet make a page which I can certify is no more trying to a pair of bad eyes than the original edition, is a landmark in bookmaking. You are doing a public service in putting these indispensable volumes within the reach of everyone.

Yours very truly,

ROSCOE POUND.

This is only one of many letters of the same tenor from people who purchased the higher-priced issue and therefore know the *Encyclopaedia Britannica*, and who have examined the "Handy Volume" issue.

(e) The following letter answers this better than we can. It was written by a professor of English at Harvard who paid three times as much for his set of the Britannica as you will need to pay.

Harvard University, Nov. 17, 1915.
As a subscriber to the original edition of the *Encyclopaedia Britannica*, I have been curious to see how the problem would be solved of making the work more compact and cheaper without rendering it illegible. An examination of the new issue proves that the solution has been found. The type, though smaller, is no less clear than before, the illustrations and maps are in no ways impaired, in appearance the volumes are just as attractive, and the reduction in size makes them infinitely easier to handle. I have seen no achievement in the art of bookmaking more surprising.

Yours very truly,

W. A. NELSON.

(f) The maps and color plates are all there and all in the same colors. Not one of them is left out. Most of them are from new color blocks so that the colors are brighter, clearer, better and more accurate than the last printings of the color plates in the big books. Color-printing and all other details of manufacture are supervised by the publishers and are done for them, not for us, under the same strict rules of "the best, no matter what the cost," that governed the manufacture of the Cambridge issue.

(g) We advise you to order now. Orders can be filled promptly from stock now on hand. But there will be a long waiting list when the first supply of sets is exhausted; the second supply will come in slowly, because the manufacture of these fine books cannot be rushed. The offer is limited. We can't say when it will be withdrawn. But you can be sure that you cannot "get this set in a year or two at the same price and on the same terms as now."

(h) We take all the risk. We expect you to be satisfied. We know the quality of the work that is in the "Handy Volumes" and we know how useful and valuable the *Encyclopaedia Britannica* is. We want you to test the set. If you are not satisfied, we want the books back and we will return your money. If the books come back showing no signs of use, we should not feel sure that you had given them a fair test. Under no circumstances will you be asked to pay for any damage.

(Note: We pay all shipping charges on any set returned because it is not satisfactory—no matter why.)

(i) The "Handy Volumes" are well made and well bound. What we say of them is simple fact and not "brag." They are made from the same grade of raw materials, paper, cloth and leather, as are used for the more expensive Cambridge issue. The two issues are manufactured by the same paper makers, leather manufacturers, printers and binders. The saving in price does not come from any skimping in quality of materials or of manufacture. There is no skimping.

(k) We will send you a booklet with reproductions in color of the different bindings and sample pages; or a sample volume in any binding you like; or both.

WOMEN SEE NEW CITY CLUB

Vanderbilt Rooms Inspected, Housewarming Will Be on Monday.

The formal housewarming of the new Women's City Club, in the Hotel Vanderbilt, will take place on Monday evening, but the rooms were open for inspection by impatient members yesterday. There is no doubt that the favorite corner will be the south end of the long drawing room, where there is a broad window. It looks as if members would have to make reservations weeks ahead if they hope to have tea by that window eighteen stories above the street. The room is decorated in old blue and buff, with mahogany furniture. There is a dining room with south windows, from which the women can look down on the Statue of Liberty. The centre of the club's activity probably will be the bulletin board in the entrance hall, but it was peaceful enough yesterday.

Blankets were provided on which twenty-five members might nominate candidates to oppose the officers nominated by the organization committee, but nobody made any such suggestions yesterday. Mrs. Alice Duer Miller and the entire ticket nominated with her probably will be elected. Prison reform will be the first thing to be taken up by the club. Next Friday the directors will meet. Warden Kirchwey of Sing Sing at a luncheon to be given by Miss Alice Carpenter at the headquarters. Dean Kirchwey will be the guest of honor at the housewarming on Monday.

WILSON SPEEDS UP MONEY MEASURES

Urges Action So Programme May Be Completed Before Political Conventions.

(From The Tribune Bureau.)

Washington, Jan. 24.—A strong appeal to the chairmen of the committees in the House which are handling appropriation bills to speed up was made today by President Wilson, who received several of the chairmen at the White House. A notable exception was that he made no such request of anyone connected with the military and naval committees. The President does not wish speedy action on these measures, as he desires to change public pressure on Congress to such an extent by his trip West that it will be easier after that to obtain favorable action.

The President wishes to have at least a start made on the time-consuming general appropriation bills. So far only one of the fourteen money measures has passed the House, that being one of the least important—the urgent deficiency bill. These measures are which the President would like to see Congress putting in its time include the agricultural, diplomatic and consular and District of Columbia bills.

The important point which the President emphasized in talking with the chairmen was that once the committees could be gotten to report out their bills, they would become privileged questions and could be discussed by the House until their passage, to the exclusion of any other legislation. There is no delaying an appropriation measure by any of the normal parliamentary tactics after it has been reported, except by an open filibuster, and even this, in the House, is normally not effective in the long run.

HOME RULE CALL TO LIFT TAX LOAD

Conference of Legislators and Civic Representatives Planned.

Mayor Mitchell sent a letter yesterday to each member of the Legislature from this city and representatives of various civic organizations to attend a conference at the City Hall on Friday, at 4 p. m., for the purpose of discussing home rule legislation. The Mayor recently appealed to the legislators from New York for cooperation in urging legislation which would lift some of the mandatory burden now imposed upon the city. In his letter the Mayor says:

"Many of the members of the Legislature from New York City have already signified their desire to participate in such a conference, and I have no doubt that practically all the legislators will be present. In addition, I am inviting various civic organizations, such as the Chamber of Commerce and the Merchants' Association, to be represented at the conference, and thus secure an expression of public opinion which will voice the sentiment of New York City in a way that cannot be mistaken."

The facts brought out at the hearings of the House committee leave no room for doubt that there is urgent need for the citizens of New York City to unite in an effort to relieve their city from conditions which have fastened so heavy a burden upon New York.

ALLIAN LINER HAS MISHAP

Pomeranian Forced to Return to Queenstown by Engine Trouble.

Montreal, Jan. 24.—A mishap described as "slight engine trouble" has occurred to the Allan Line steamship Pomeranian on her voyage across the Atlantic from Queenstown, and she is returning to that port, according to an announcement made today by officials of the Canadian Pacific Railroad, which controls the Allan Line.

The Pomeranian, flying the British flag, was last reported as having left Portland, Me., for Glasgow on January 12. She probably was not far out from Queenstown on her return voyage when the accident happened. She has been in use as a Canadian troop transport ship and a carrier of munitions.

MEN DEMAND FINISH FIGHT WITH RAILROADS

No Arbitration This Time, Brotherhoods' Leaders Declare.

"No arbitration this time," was the sentiment prevalent among railroad union leaders yesterday in discussing the referendum the four brotherhoods are taking on the question of demanding a flat eight-hour day from the railroads. Timothy Shea, assistant to the president of the Brotherhood of Locomotive Firemen and Engineers, was one who expressed the fight-to-a-finish attitude.

"I am not qualified to speak authoritatively, but I have had a chance to observe the temper of the men, and it is my belief they have had enough of this so-called mediation," he said. "The principle of arbitration is excellent, but it has been abused. Where the men submitted it has not been productive of the justice for which it was designed."

"As for our intentions in the present case, I don't think there is anything secret about them. We are going to demand flatly an eight-hour day and time and a half for overtime. Failing to obtain that we will walk out and let the discussion come afterward. Every railroad in the United States will be affected."

BIG GUNS NEEDED TO BRACE ARMY

7.6 Its Biggest Mobile Howitzer, Crozier Tells House.

GERMANY, GENERAL STAFF'S MODEL

Sixteen-Inch Pieces Asked, but Experts Conflict and Garrison Will Decide.

Washington, Jan. 24.—The largest mobile howitzer designed thus far for the American army is of only 7.6-inch calibre. Brigadier General Crozier, chief of the ordnance department, told the House Military Committee today that preliminary plans had been made. General Crozier said, for a 7.6-inch gun and there were no designs for 10.5-inch howitzers, such as the German 10.5-centimetre gun, although information from American military observers had indicated that they were necessary to demolish field fortifications. The House recently constituted a committee on the War Department had recommended, he said, that troops be equipped with six field guns per thousand men with provision for 5,000 rounds of ammunition per gun, and that 11-inch field howitzers be selected. General Crozier had recommended the 11-inch gun for the present, instead, and reduced the ammunition to 1,000 rounds per gun, bringing the cost of providing adequate reserves of guns and ammunition for four years down to \$275,000,000 from the board's estimate of \$450,000,000. The General staff, however, had urged 16-inch guns, with increased provisions for aircraft and put the estimated cost up to \$450,000,000.

Problem Up to Garrison.

This he had reduced, General Crozier said, to \$250,000,000, and the whole matter is now in the hands of Secretary Garrison for decision.

Present reserves, General Crozier said, consisted of 700,000 Springfield rifles and 200,000,000 rounds of ammunition, of 300 rounds a rifle; 225 machine guns, of four guns each, with 30,000 rounds, and 1,077 serviceable machine guns. Four hundred thousand model rifles, fully serviceable, but unusable for war, were also on hand, and several old machine guns, were not counted. In event of war, General Crozier said, the ordnance department was prepared to equip fully between 400,000 and 500,000 men. He did not favor any attempt at government monopolization of its war munitions. To supply a field army of 800,000 men, he said, would take "fifty Frankfurt arsenals."

He would rather see the government encourage private plants. To construct the plants to equip an army of 800,000 men, he said, "would cost \$50,000,000, and to construct plants for a wartime production would cost \$40,000,000. To equip such a force as the British army would cost \$700,000,000."

Brigadier General Macomb, president of the War College, testified that he thought the Chamberlain army reorganization bill was the best prepared measure yet presented. General Macomb also approved Senator Chamberlain's bill to provide that every citizen should be liable to military training.

U. S. Navy the Best Fed.

"If we serve eggs aboard ship the men want to see the shells; if we serve potatoes they want to see the skins; and they're entitled to," said Rear Admiral McGowan, paymaster general of the navy, in telling the House Naval Committee today that American blue-jackets are the best fed body of men in the world. The naval ration costs \$12 a day per man and the army ration about 25 or 27 cents, the admiral said.

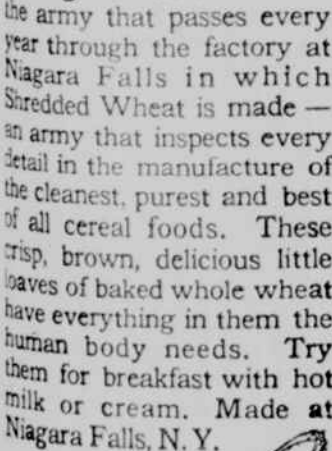
Representative Keller, of Michigan, asked whether the United States successfully could send 200,000 soldiers to the Philippines and properly care for their provisioning.

The feeding of 200,000 men is no greater problem than feeding 2,000 if we have the same sources of supply and refrigeration," was the reply.

Admiral McGowan said that it cost \$18,000 to \$25,000 to educate each sailor at Annapolis, and that the results were worth it.

The admiral concurred in a recommendation made by Secretary Daniels that navy uniforms be made in a government factory. The so-called clothing factory at the Brooklyn navy yard does more than cut materials, it is said. Mr. Daniels asked for \$50,000 for the clothing and small stores to equip the plant at Brooklyn for complete manufacture of clothes.

A Hundred Thousand Strong—that's the size of the army that passes every year through the factory at Niagara Falls in which Shredded Wheat is made—an army that inspects every detail in the manufacture of the cleanest, purest and best of all cereal foods. These crisp, brown, delicious little leaves of baked whole wheat have everything in them the human body needs. Try them for breakfast with hot milk or cream. Made at Niagara Falls, N. Y.



TURN YOUR PIANO INTO A PLAYER-PIANO

KNABE
WAREHOUSES 5th Ave. at 39th

Sears, Roebuck and Co.
CHICAGO

SEARS, ROEBUCK AND CO.
Chicago Date.....

Sirs:

Send me, free and without putting me under any obligations,

☐ 1. Your booklet of information showing samples of type and illustrations and pictures of bindings of the "Handy Volume" issue of the Britannica.

☐ 2. Order form which I will sign on receipt. Reserve one set for me. \$1 enclosed as first payment.

Name.....

Address.....

82